

ABSTRACT OF THE DISCLOSURE

A medical information management system and method that stores and manages patient information and that enables a patient and an authorized third party, such as a friend or family member, to access the patient's medical information. The presentation format, substance of the patient's medical information provided, or both are customized depending on whether the patient, a healthcare professional or the third party is accessing the patient's medical information. The present invention also pertains to a method of subsidizing such a medical information system by selling advertising space in the presentation shown to the third party, patient, or the healthcare professional. The present invention further pertains to a patient interface appliance that includes a display containing multiple viewing fields, one of which is a general information field and one of which is an advertising field, to present information and advertisements to a user during a patient interactive session. Patient participation in conducting the survey is fostered by offering a survey completion reward to the patient upon completing the survey.